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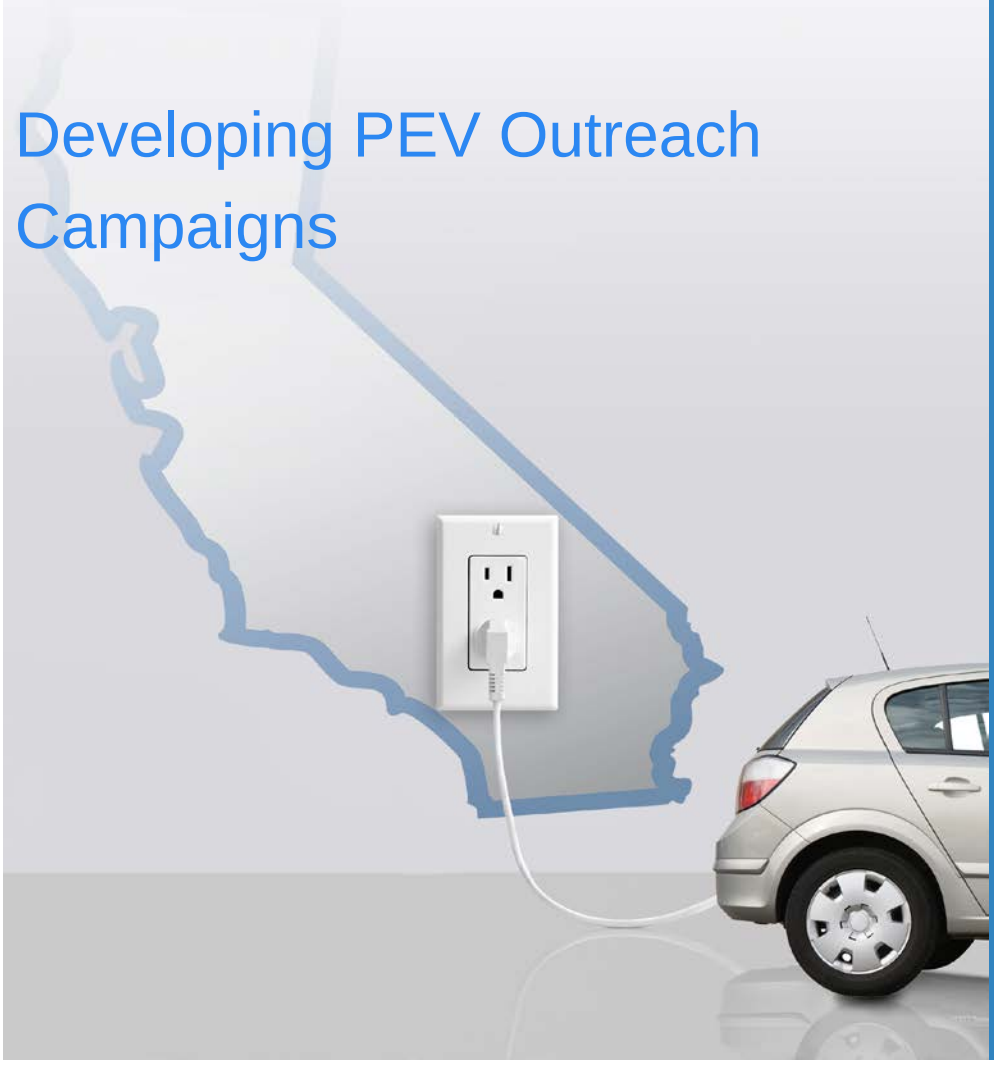
SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

Southern California Plug-in Electric Vehicle Readiness Plan

Developing PEV Outreach Campaigns



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15 Developing PEV Outreach Campaigns

15.1 Introduction

Getting local stakeholders involved in PEV readiness will be crucial to successful PEV deployment. Planners may want to know whether they should conduct outreach in the community, and if so, what level of engagement will be appropriate. This chapter will help planners develop answers to the following questions:

- **Why develop an outreach plan?** Drivers and other potential charging site hosts need help understanding the technical aspects of PEV charging, the economic value proposition that PEV driving and/or charging holds for them, and the installation process for PEV charging.
- **What stakeholders should be the target of outreach efforts?** Drivers in single-family homes and multi-unit dwellings (MUDs) have different opportunities and barriers to PEV charging and should receive targeted outreach. Site hosts—employers and owners of commercial, industrial and MUD properties—are also key stakeholders.
- **How should stakeholders be engaged?** Outreach should be tailored to the level of PEV charging demand in the community. Too little engagement may slow the growth of PEV adoption and may lead to missed opportunities for charging. High-profile campaigns that are not preceded by basic PEV readiness efforts (such as permit streamlining and building code updates) may be a waste of resources and lead to frustration. Outreach efforts can be conducted along a "ladder of engagement," starting with more passive efforts that grow into more active projects:

  Step 1: Informational support. This serves stakeholders that are already interested in purchasing PEVs or installing charging equipment. Local jurisdictions can provide information on vehicle types, potential cost savings from PEV driving, electrical service, and the charging equipment installation process through passive means such as a website and/or handouts from utilities and the Building Department. This would be general information or resources for all PEV stakeholders.

Step 2: Workshops. Local jurisdictions can host workshops for general or targeted audiences such as drivers, homeowner associations (HOAs), property owners/managers, and renters for residential charging; or for employees, employers, or fleet managers for workplace charging.

Step 3: Targeted technical assistance and outreach. Planners may want to approach high-value stakeholders who may be less aware of the technical or procedural aspects of installing charging and using PEVs or who may require more detailed decision support. Actively engaging large employers or property owners in the decision-making process or providing information specific to their needs can facilitate the installation of charging and use of PEVs at their site.

Step 4: Demonstration projects. Public agencies and utilities can partner up to install charging equpment via demonstration projects in particularly challenging areas such as multi-unit dwellings.

PEV outreach efforts that have been conducted in Southern California at various levels of engagement, ranging from passive to active.

15.1.1 Local marketing and outreach efforts to date

Regional organizations offer a wide variety of programs around which cities can develop outreach campaigns. The South Coast Air Quality Management District (SCAQMD) has been actively supporting PEV readiness initiatives since 2009, and is involved in several marketing and outreach efforts as part of PEV readiness planning efforts funded by the U.S. Department of Energy (DOE) and California Energy Commission (CEC). A DOE grant supported the creation of six California regional PEV readiness plans, PEV readiness guidelines and toolkit, and a series of regional PEV readiness outreach workshops to assist municipalities to deploy PEV infrastructure in their communities. The CEC is funding sub-regional PEV readiness studies including market needs assessments and analyses of barriers to PEV readiness.

These outreach efforts have included information on PEVs and infrastructure, local utility rate programs and support services, and available incentives for PEV owners (vehicle purchase rebates, residential infrastructure rebates, rebates or reductions in state or local toll access charges, preferred parking spaces or single-rider access to HOV lanes, reduced or free charging at select locations, etc.).

Outreach efforts in the South Coast region have consisted of EV101 workshops for local governments, utilities, and residents; workplace charging workshops; local council of government workshops; utility rebate programs; promotional events; and AQMD's own marketing and outreach efforts.

Outreach efforts can target specific sectors of charging, including single-family residences, multi-unit dwellings, workplace, and commercial/retail/public locations.

15.2 Single-family residential charging

Installation of charging in single-family residences is the most critical sector in which to have charging and typically the least challenging sector for installations. Additional guidance on single-family home charging is provided in Chapter 5 of this document. The Southern California PEV Atlas that accompanies this document provides maps of PEVs registered with the Department of Motor Vehicles. Planners can use these guides to prioritize neighborhoods for single-family residential charging.

15.2.1 What stakeholders should be the target of outreach efforts?

- **Neighborhood associations** are an efficient way to reach groups of residents in single-family homes that may be inclined to purchase a PEV.
- **PEV dealers** have a vested interest in the popularity of PEVs in the community and may be interested in participating in ride-and-drive or vehicle loan events. They are also the referral point in many cases for charging equipment installers.
- **Installers of charging equipment.** Installers and electricians often interact directly with planners in the permitting and inspection process and should be aware of local documentation requirements.
- **Public officials** and/or their staff may be called upon to assist constituents who are PEV owners. Public officials who drive city-owned PEVs can also serve as visible advocates for PEV adoption.

15.2.2 How should stakeholders be engaged?

Marketing and outreach at the level of **Step 1 (informational support)** also work well for single-family residential installations.

- The California PEV Collaborative has an excellent website of online resources targeted to several audiences, including PEV owners. The website features communication guides on PEV charging and the benefits of owning a PEV. http://www.pevcollaborative.org
- SCAQMD has a Clean Air Choices program website which has a clean vehicle savings calculator and available incentives. http://www.aqmd.gov/CleanAirChoices/index.html
- The California Air Resources Board has a DriveClean California website which provides information on vehicle technologies and searchable PEV incentives. http://www.driveclean.ca.gov/
- Local utility agencies have also provided extensive information on utility rates and rebate programs for PEVs or infrastructure on their websites.
    - Los Angeles Department of Water and Power https://www.ladwp.com/ladwp/faces/ladwp/residential/r-gogreen/r-gg-driveelectric?_adf.ctrl-state=10i5arr6ih_4&_afrLoop=118205602113000

- Riverside Public Utilities http://www.greenriverside.com/Go-Green-2/Electric-Vehicles-197
- Southern California Edison http://www.sce.com/info/electric-car/default.htm?from=residentialrate

Marketing and outreach efforts for general audiences at the level of **Step 2 (workshops)** can also address issues concerning charging installation at single-family homes.

- Types of PEVs and charging technologies
- Incentives available for purchases of PEVs, electricity and charging equipment installation
- Navigating the permitting and inspection process

Other Step 2 efforts include vehicle loan programs by automakers, California Air Resources Board's Clean Vehicle Rebate Project workshops, National Plug-in Day, and Santa Monica Alt Car Expo, which provide information on technologies, utility rate and incentive programs, ride and drive experiences, and panels in which PEV drivers share their insights on owning PEVs.

Workshops for local government planners and officials have raised awareness about the need to streamline permitting to facilitate charging at single-family homes. These have included local council of government (COG) workshops and those conducted by the California Center for Sustainable Energy. The California PEV Collaborative has also conducted workshops addressing all of the major PEV readiness elements such as permitting and inspection, zoning and parking, and building codes.

15.3 Multi-unit dwelling charging

Installation of charging infrastructure in MUDs is another critical sector and one of the most challenging ones. Additional guidance on MUD charging is provided in Chapter 6 of this document. The Southern California PEV Atlas that accompanies this document provides maps of MUDs that planners can use to prioritize locations for MUD charging support.

15.3.1 What stakeholders should be the target of outreach efforts?

- **Property owners of residential MUDs** include landlords and homeowner associations, whose cooperation is key in securing approval for MUD charging.
- **MUD residents** include individual rental tenants and condo owners, who must understand their rights and responsibilities around PEV charging in MUDs.
- **Developers of MUD properties**, who may consider installing chargers or PEV-ready wiring in exchange for density bonuses or other benefits.

15.3.2 How should stakeholders be engaged?

Marketing and outreach efforts for general audiences at the level of **Step 1 (informational support)** and **Step 2 (workshops)** outlined in the single-family residential charging section provide familiarity with vehicle and charging technology and utility rate impacts. However, they are not sufficient on their own to meet the needs of MUD charging. The challenges of MUD installations require **Step 3 (targeted technical assistance)** and **Step 4 (demonstration projects)** that go beyond what is currently being done.

Specific MUD issues that can be addressed include:

- "EV rights" in MUDs. California law prohibits HOAs from unreasonably preventing the installation of PEV charging equipment. However, PEV drivers must meet certain conditions if the equipment is installed for their exclusive use in a common area. Further guidance on "EV rights" in MUDs is provided in Chapter 6.
- Incentives for charging equipment installation and special discounts on electricity used for charging in MUDs that are similar to commercial PEV charging rates.
- Economies of scale in MUD charging. HOAs and landlords can lower their unit costs of providing charging equipment by using machines that can charge multiple cars simultaneously or in an automated queue.

Best practices for marketing and outreach to promote MUD charging underscore the need for marketing and outreach with greater levels of engagement, and include:

- Informational support and workshops (same as for single-family, but tailored to MUDs)
- Targeted technical assistance
    - COGs present information to their member cities and counties on vehicle and charging technologies and changing local codes to expedite more complicated installations. For example, this could include code language for cities and counties to consider adopting that would categorize MUD installations as residential rather than commercial installations. This could also include incentives to MUD owners, HOAs, and property managers to install Level 1 or Level 2 infrastructure in existing buildings, and require PEV-ready electrical service and infrastructure in new construction.
    - COGs identify in which types of buildings equipment installation would be easier and more cost-effective. They could also identify ways of reducing costs for more complicated installations.
- Demonstration projects. These are appropriate for stakeholders with low levels of knowledge and many specific questions about MUD charging.
    - Federal, state or locally-funded demonstration or incentive programs for installation of infrastructure in MUDs in early adopter, environmental justice, or other types of communities. These could be targeted to areas of high concentrations of both MUDs and PEVs.

15.4 Workplace charging

After residential charging, workplaces are the second highest priority for charging, particularly for PEV owners who have long commuting distances or live in MUDs where they are unable to charge at home.

Additional guidance on workplace charging is provided in Chapter 7 of this document. The Southern California PEV Atlas that accompanies this document provides maps that layer workplaces with daytime PEV destinations. Planners can use these guides to prioritize support for workplace charging.

15.4.1 What stakeholders should be the target of outreach efforts?

- Chambers of commerce, business groups, and trade associations, particularly those that represent white-collar, high-tech employers, and/or other segments with high potential of adopting PEVs
- Labor unions that may be interested in installation work for their members
- High-value or large employers, such as hospitals or educational institutions
- Commercial property owners with employer tenants
- Parking management companies that operate workplace parking areas

15.4.2 How should stakeholders be engaged?

Marketing and outreach efforts for general audiences at the level of **Step 1 (informational support)** and **Step 2 (workshops)** provide familiarity with vehicle and charging technology and utility rate impacts, but are not sufficient to address the needs of workplace charging. The challenges of workplace installations require **Step 3 (targeted technical assistance)** and **Step 4 (demonstrations)** that go beyond what is currently being done.

Specific workplace-charging issues that can be addressed include:

- Whether Level 1 or Level 2 charging can meet the needs of employee PEVs
- How employers or commercial property owners might price charging services to recover costs
- Access control and payment systems
- Maximizing the use of charging equipment (for example, powering fleet or public PEVs when not powering employee PEVs)
- Issues of equity and access where employee, fleet, and public vehicles need to share and coordinate limited charging resources
- Tax implications if charging is provided for free and only employees with PEVs can benefit

Best practices for marketing and outreach to promote workplace charging underscore the need for marketing and outreach with greater levels of engagement, and include:

- Informational support (tailored to workplace charging)
    - Workshops for specific audiences for workplace charging (employees, employers, fleet managers, commercial property owners)
- Targeted technical assistance
    - COGs present information to their member cities on vehicle and charging technologies and changing city and county codes to expedite more complicated installations. This could include code language for cities and counties to consider adopting that simplifies permitting, inspection, zoning, and parking requirements for commercial installations.
    - Codes or incentives to employers or property owners supporting installation of infrastructure in existing buildings, and requiring PEV-ready electrical service and infrastructure in new construction.
    - Workplace demonstration programs which identify at which types of locations it would be easier and more cost effective to install infrastructure and identify ways of reducing costs for more complicated installations
- Demonstration projects
    - Federal, state or locally-funded demonstration or incentive programs for installation of workplace infrastructure in early adopter, environmental justice, or other types of communities with large numbers of employees (to satisfy SCAQMD Rule 2202[50] or rideshare program requirements), high concentrations of PEVs, or low concentrations of public infrastructure

15.5 Retail charging

Retail charging is the third priority for infrastructure installation, after residential and workplace. Retail installations are generally considered as amenities to drive traffic to destination locations or as stops between home and work during peak commute hours. Several supermarkets and national chains such as Ralphs, Albertsons, Kohls, and Walgreens have installed Level 2 or DC fast chargers. PEV manufacturers such as Nissan, BMW, and General Motors have installed Level 2 or DC fast chargers at their dealerships as a convenience to PEV buyers.

Outreach efforts for general audiences at the level **of Step 1 (informational support)** and **Step 2 (workshops)** do provide familiarity with vehicle and charging technology and utility rate impacts, but are not sufficient on their own to address the challenges associated with retail installations. The challenges of retail installations require **Step 3 (targeted technical assistance)**

50 Rule 2202 requires employers of at least 250 employees at a work site to participate in an emissions reduction program to offset commute-related pollution.

and **Step 4 (demonstration projects)** that go beyond what is currently being done.

Additional guidance on retail charging is provided in Chapter 8 of this document. The COG-level maps in the Southern California PEV Atlas that accompanies this document layer commercial destinations with daytime PEV destinations. Planners can use these guides to prioritize locations for retail charging.

15.5.1 What stakeholders should be the target of outreach efforts?

- **Chambers of commerce and retail associations** whose members may be inclined to individually provide PEV charging as an amenity to customers
- **Business improvement districts** whose members may be inclined to collectively pay for PEV charging to attract customers
- **Owners of retail properties**, particularly major malls where vehicles are parked for long periods of time
- **Developers of retail properties**, who may consider installing chargers or PEV-ready wiring in exchange for density bonuses or other benefits

15.5.2 How should stakeholders be engaged?

Best practices for marketing and outreach to promote retail charging underscore the need for marketing and outreach with greater levels of engagement, and include:

- Informational support (tailored to retail charging)
- Workshops for specific audiences for commercial charging
- Targeted technical assistance
    - COGs present information to their member cities on vehicle and charging technologies and changing city and county codes to expedite more complicated installations. This could include code language that simplifies permitting, inspection, zoning, and parking requirements for commercial installations. These could also include requirements for PEV-ready electrical service and infrastructure in new construction.

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